

GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH

*Advocating for New Hampshire's Health through
Physical Activity and Healthy Living*

**ANNUAL REPORT
2005-2006**

Governor's Council on Physical Activity and Health

GOAL

Create a clear, simple message that is memorable and powerful that will serve to expand the Council's role as an important advocacy agency for the promotion and improvement in physical activity and health initiatives in NH.

OUR MISSION STATEMENT

To promote a healthy lifestyle for all NH residents through an emphasis on physical activity and fitness with a special emphasis/focus on children and youth by working in cooperation with all sectors of society
(9.15.05)

OUR VISION

The state and its communities embrace and support a culture that promotes physical activity and physical and health education. All NH residents value and regularly engage in a healthy level of physical activity and fitness.

Governor's Council on Physical Activity and Health

July 1, 2006

Dear Health Advocate:

The past year has brought renewal and re-definition to the *Governor's Council on Physical Activity and Health*. A leadership change on the Governor's Council on Physical Activity and Health further magnified this transition period. New Committee structure and respective Committee goals were created which energized the growing Council. We are better positioned today to deliver upon our mission to "promote a healthy lifestyle for all New Hampshire residents with a special emphasis on children and youth."

The *Governor's Council on Physical Activity and Health* is a group of experienced and motivated professionals from many areas of education, business, government, and service with the goal of advocating for and guiding policy and action in improving the physical health of NH's residents, especially its youth. *Our value* to this initiative is the ability to bring together expertise at many levels, to assess the needs, provide accurate and prevalent information, and then impact the direction for health initiatives. *Our intent* is to collaborate with the Governor's office and the legislature, schools, business, community-based organizations, and local government to help improve the health of New Hampshire.

The Council's goals during the 2005-2006 year have been to 1) promote and advocate for existing legislation and programs statewide; 2) develop a coordinated state wide effort to promote and develop improved health and physical activity opportunities for NH residents; and 3) develop programs and events that promote the ideals and actions of the Council.

The Governor's Council on Physical Activity and Health continued to develop white papers for the Governors' preview. The following were submitted during the past three years: Liveable / Walkable Communities; Eat Smart, Play Hard; Definitions of Physical Activity, Physical Education, Physical Fitness; and Childhood Obesity. We worked at strengthening our relationship with the Governor's office by 1) investigating a possible website delivery, 2) inviting the Governor's assistant to meetings, 3) developing an overview for Dr. Susan Lynch on NH's status on obesity, 4) testifying for legislature bills that impacted physical activity, nutrition and wellness, and 5) increasing our membership to near full capacity. Most importantly, the Advocacy and Marketing Committee's intent is to develop an obesity plan for NH.

As the 2006-2007 year approaches, the Governor's Council on Physical Activity and Health will continue to advocate for improved health and physical activity initiatives for NH citizens. We will continue to work to position the Governor's Council on Physical Activity and Health as a credible source of information and an important resource for those advocating for health improvement through physical fitness.

Sincerely,

Louise Samaha McCormack, Ed.D.
Chair, NH Governor's Council on Physical Activity & Health
Professor, Plymouth State University

GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH

2005-2006 GOALS AND STRATEGIC OBJECTIVES

ADVOCACY COMMITTEE:

Goal 1: Promote and advocate for existing legislation and programs statewide.

Objective 1: Work with state legislature to develop and advocate for bills that promote physical activity and proper nutrition.

Tactic: Monitor bills in both the House and Senate and provide expertise to legislators. This expertise can be offered in the form of providing resources and evidence, as well as provide expert testimony at hearings.

Objective 2: Work with state agencies to develop and advocate for programs that promote physical activity and proper nutrition.

Tactic: Work with state agencies to develop and advocate for programs that promote physical activity and proper nutrition.

Develop relationships with these agencies and invite them to help organize a statewide coordination of efforts and ideas.

Objective 3: Work closely with the Council's Marketing Committee to coordinate ideas and actions.

Tactic: Establish regular communication between the committees through meetings, conference calls, and e-mails.

Tactic: Initiate a Statewide Obesity Plan as the primary project.

Goal 2: Develop a coordinated statewide effort to promote and develop improved health and physical activity opportunities for NH residents.

Objective 1: Design and plan a coordinated statewide initiative. The plan would include purpose, goals, values, benefits, and the process for creating this initiative.

Objective 2: Communicate this effort with the Governor's office and other state departments. Attempt to acquire endorsement for the Statewide Obesity Plan initiative.

Objective 3: Identify government, municipal, and independent agencies that are actively involved with health and physical activity. Work closely with the Statewide Obesity Plan initiative and coordinate these efforts with other identified agencies.

Objective 4: Communicate with these organizations and advocate for this coordinated effort. Provide representatives from the Council and resources to aide these groups in their missions.

Goal 3: Develop programs and events that promote the ideals and actions of the Council.

Objective 1: Organize the Outstanding Achievement Awards that acknowledges and awards organizations and schools that provide health programs to NH residents.

Tactic: Invite other organizations who provide similar awards to join us in a collaborative program as part of our effort to work together with other organizations.

Objective 2: Organize a legislature event to educate the states law makers on who we are, what we do, and to develop relationships.

Tactic: Invite other organizations to join us in a collaborative effort to promote and advocate for our collective objectives.

MARKETING COMMITTEE:

Goal 1: Create a state-wide NH obesity prevention plan for implementation

Objective 1: Environmental assessment – instate and nationally

Objective 2: Create an inventory of current programs, activities and services

Objective 3: Create an inventory of needed programs, activities and services

Objective 4: Create a task force to publish and promote state-wide plan

Goal 2: Identify and leverage marketing/public relations opportunities that will further the mission of the GCPAH

Objective 1: Identify GCPAH chief spokesperson and other spokespeople

Objective 2: Leverage key events/activities across the state, including:

- Healthy Schools and HNH Foundation
- Anthem Health Care Forum
- NH Pediatric Society Annual Meeting
- NH Celebrates Wellness Annual Meeting
- Walk NH Event
- NHPTV's Obesity PSA series
- NH Healthy Schools meeting

- Run, Pedal, Paddle event
- NHAPHERD Annual Meeting
- Local Government Center Annual Meeting
- Others TBD

NOMINATING and MEMBERSHIP COMMITTEE:

Goal 1: To ensure representation on the Council of primary state agencies affiliated with physical activity. This includes those agencies as outlined within the original Proclamation (4.29.91)

Objective 1: Develop and review member/agency grid.

Objective 2: Solicit membership recommendations to complete representation on Council (EG. Athletics)

Goal 2: To update New Member Manual as needed.

Objective 1: Review the New Member Manual on an annual basis to update for distribution at the first meeting.

Objective 2: To present a slate of officers to the Gov. Council for approval annually

Goal 3: To design, implement and evaluate the first Governor's Council on Physical Fitness Award.

Objective 1: Finalize the complete Award's packet

Objective 2: Implement awards process for first year only

Objective 3: Evaluate initial process to provide recommendations to program

GOVERNOR'S COUNCIL ON PHYSICAL ACTIVITY AND HEALTH

OFFICERS:

Louise S. McCormack, Chair
Professor - Plymouth State University
Term: 1 year (14 years as a Council Member)

Fred Daniels, Past Chair
Owner - Center for Physical Therapy and Exercise
Term: 1 year (5 years as a Council member)

Tammi Martin, Vice-Chair
Chair - NH Healthy Schools Coalition
Term: 1 year (2 years as a Council member)

Dianne Rappa, Treasurer
Executive Director - NHAHPERD
Term: 1 year (12 years as a Council member)

Kim Miller, Secretary & Marketing Committee Chair
Marketing Director – Anthem Blue Cross and Blue Shield
Term: 1 year (2 years as a Council member)

COUNCIL MEMBERS:

Peter Ames
State Director of Government Relations and Advocacy American Cancer Society

Patti Baum
NH Dept. of Health & Human Services (DHHS)

Rick Holder
Owner, Hampshire Hills Health & Fitness Club

Travis Horne
Local Government Center

Terry Johnson
Executive Director, NH Celebrates Wellness

Dan Kiestlinger
PE Teacher, Campbell High School
Chair, Nominating & Membership Committee

Karyn Misenheimer
Program Director, Special Olympics

Brian Nase
PE Teacher, Epsom Central School

Dan Levesque
Exercise Physiologist, Cardiology/Fitness, Monadnock Community Hospital

Lilyan Wright
Senior

ADVISORY BOARD:

Charles Cappetta, MD
Pediatrician

Barbara French
NH Legislator

Mary Gorman
State Legislator

Nancy Lynch
Past NHGCPA&H Chair
Former Executive Director of New Hampshire Celebrates Wellness

Marcia McCaffrey
Arts Consultant, Department of Education